Philips
widescreen flat TV with
Pixel Plus 2 and Ambilight

50"
plasma HD Ready

50PF9966

The ultimate viewing experience

with Pixel Plus 2 and Ambilight

Enjoy the ultimate viewing experience as Ambilight and Pixel Plus 2 elevate picture quality to a new level. Unprecedented viewing comfort, the latest Plasma Display technology and a stunning design enhance your interior.

Be an eyewitness
- High Definition plasma WXGA display, 1366 x 768p
- HD Ready for the highest quality display of HD signals
- Pixel Plus 2 for better details, depth and clarity
- Digital Natural Motion for smooth moving images
- 3D combfilter separates colors for a razor-sharp image
- Active Control with Light Sensor optimizes picture quality

Superb sound reproduction
- Virtual Dolby Surround for a cinema-like audio experience

Add a new dimension to your viewing
- Full-color ambient lighting enhances the viewing experience

Advanced connection to your audio/video products
- HDMI input for full digital HD connection in one cable

PHILIPS
sense and simplicity

Highlights

Plasma WXGA panel, 1366 x 768p

This state-of-the-art plasma screen technology gives you widescreen HD resolution of up to 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures in with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

HD Ready

Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV settop box or Blu-ray disc. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer a HD screen that displays the benefits of resolution and picture quality of a High Definition signal. It has a universal connection for both analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

Pixel Plus 2

Pixel Plus 2 is a digital picture processing technology that improves the resolution of still and moving pictures. It does more than adding pixels, it also makes the pixels better, resulting incredible sharpness and picture depth every time and from any source. And it does not just improve the resolution either, because you also benefit from improved color reproduction, resulting in the finest color details and superior brilliance.

Digital Natural Motion

Philips invented Digital Natural Motion to eliminate juddering effects that are visible with moving picture content. Digital Natural Motion estimates motion in the picture and corrects juddering movements in both broadcast and recorded movie material (such as DVD). The resulting smooth motion reproduction and excellent sharpness take the viewing experience to a higher level.

3D Combfilter

The 3D comb filter separates brightness and color signals better in 3D domain to eliminate cross-color, cross-luminance and dot-crawl distortion - all of which detract from your viewing pleasure. The 3D digital comb filter performs field-by-field comparisons of the television image to accurately separate the color from the black-and-white information and remove both horizontally and vertically hanging dots, as well as dot crawl. The result is a razor sharp image.

Active Control + Light Sensor

Active Control is a unique and intelligent way of optimizing picture quality by measuring and analyzing the incoming signal to automatically adjust picture quality settings. Active Control with Light Sensor uses a sensor to adjust the picture brightness depending on the room light conditions.

Virtual Dolby Surround

Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

Ambilight

The full-color ambient lights offers you relaxed viewing and a unique ambiance via a soft light glow on the walls surrounding the TV. Research has shown that watching television with adapted ambient lighting promotes more relaxed TV viewing. the Ambilight colors automatically adapt to the images on the screen to add a new sensation to the viewing experience. The light can also be switched to fixed colors or various shades of white. In standby mode, the lights can be operated to any color and create a unique ambiance in the room.

HDMI input

HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

Widescreen flat TV with Pixel Plus 2 and Ambilight
50" plasma HD Ready

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Specifications

Picture/Display
- Aspect ratio: 16:9
- Brightness: 900 cd/m²
- Contrast ratio (typical): 1000:1
- Viewing angle (H / V): 160 / 160 degree
- Diagonal screen size: 50 inch / 127 cm
- Display screen type: Plasma HD panel
- Panel resolution: 1366 x 768p
- Picture enhancement: 3D Combfilter, Active Control + Light sensor, Digital Crystal Clear, Digital Natural Motion, Jagged Line Suppression, Movie Plus, Pixel Plus 2, Progressive Scan, Widescreen Plus
- Screen enhancement: Anti ageing circuit, Anti-Reflection coated screen

Ambilight
- Ambilight Features: Auto adaptive to video content, Full operation in stand-by
- Color Settings: Full Multi Color
- Dimming Function: Manual and via Light Sensor
- Preset modes: 6 Preset modes and user preset, 2 Active Adaptive preset modes

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60Hz
800 x 600	60Hz
1024 x 768	60Hz

- Video Formats

Resolution	Refresh rate
640 x 480i	1Fh
640 x 480p	2Fh
720 x 576i	1Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh
1920 x 1152i	2Fh

Sound
- Output power (RMS): 2x15W
- Sound Enhancement: Auto Volume Leveller, Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equaliser, Smart Sound
- Sound System: Virtual Dolby Surround

Loudspeakers
- Built-in speakers: 4
- Loudspeaker types: Integrated woofers with wOOx, Dome tweeter

Tuner/Reception/Transmission
- Aerial Input: 75 ohm coaxial (IEC75)
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: NTSC, PAL, SECAM
- Video Playback: NTSC, PAL, SECAM

Connectivity
- AV 1: (1, 2, 3Fh autoranging), Audio L/R in, Component Video in, Y/C, YPbPr
- AV 2: (1, 2, 3Fh autoranging), Audio L/R in, Component Video in, CVBS, RGB+H/V, Y/C, YPbPr
- AV 3: Audio L/R in, HDCP, HDMI (Digital Stream & S/PDIF)
- Other connections: Analog audio Left/Right out, Centre Speaker connection in, Monitor out, CVBS, L/R (cinch), Subwoofer out

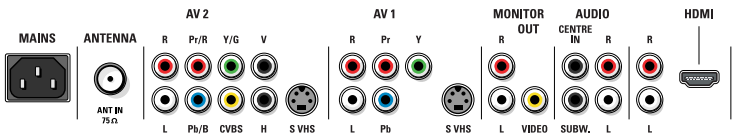
Convenience
- Child Protection: Child Lock+Parental Control
- Clock: Smart Clock
- Ease of Installation: Automatic Tuning System (ATS), PLL Digital Tuning, Plug & Play
- Ease of Use: 9-channel smart surf list, Backlighted side controls, Delta Volume per preset, Program List, Smart Picture, Smart Sound
- Remote Control: Multi-functional
- Remote control type: RC4302
- Screen Format Adjustments: 6 Widescreen Modes, Auto Format, Subtitle and Heading Shift
- Teletext: 1200 page Hypertext
- Teletext enhancements: Habit Watch, Program information Line, Word Search

Accessories
- Included Accessories: Table top stand, Wall mounting bracket

Dimensions
- Product dimensions (WxDxH): 1275 x 880 x 98mm
- Weight incl. Packaging: 70 kg
- Product weight: 58 kg
- Carton dimensions (WxDxH): 1360 x 1074 x 340mm
- Color cabinet: Pearl White Silver (11092)

Power
- Ambient temperature: 5 °C to 40 °C
- Mains power: AC 220 - 240 V +/- 10%
- Power consumption: 257 W
- Standby power consumption: 1,8

Rear connectors



Side connectors

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